UNIVERSITY OF ALBERTA

PERCEPTIONS OF MASCULINITY AND FEMININITY OF MEN AND WOMEN INVOLVED IN HOMEMAKER AND MANAGERIAL ROLES

BY

DONNA J. DUNNING

A THESIS SUBMITTED TO THE
FACULTY OF GRADUATE STUDIES AND RESEARCH
IN PARTIAL FULFILLMENT OF THE REQUIREMENTS
FOR THE DEGREE OF MASTER OF EDUCATION

IN

COUNSELLING PSYCHOLOGY

DEPARTMENT OF EDUCATIONAL PSYCHOLOGY

EDMONTON, ALBERTA

FALL, 1991

National Library of Canada
Bibliothèque nationale du Canada

Canadian Theses Service
Service des thèses canadiennes

Ottawa, Canada
K1A 0N4

The author has granted an irrevocable non-exclusive licence allowing the National Library of Canada to reproduce, loan, distribute or sell copies of his/her thesis by any means and in any form or format, making this thesis available to interested persons.

L'auteur a accordé une licence irrévocable et non exclusive permettant à la Bibliothèque nationale du Canada de reproduire, prêter, distribuer ou vendre des copies de sa thèse de quelque manière et sous quelque forme que ce soit pour mettre des exemplaires de cette thèse à la disposition des personnes intéressées.

The author retains ownership of the copyright in his/her thesis. Neither the thesis nor substantial extracts from it may be printed or otherwise reproduced without his/her permission.

L'auteur conserve la propriété du droit d'auteur qui protège sa thèse. Ni la thèse ni des extraits substantiels de celle-ci ne doivent être imprimés ou autrement reproduits sans son autorisation.

ISBN 0-315-70021-1

Canada

UNIVERSITY OF ALBERTA

RELEASE FORM

NAME OF AUTHOR: **DONNA J. DUNNING**

TITLE OF THESIS: **PERCEPTIONS OF MASCULINITY AND FEMININITY OF MEN AND WOMEN INVOLVED IN HOMEMAKER AND MANAGERIAL ROLES**

DEGREE: **MASTER OF EDUCATION**

YEAR THIS DEGREE GRANTED: **FALL, 1991**

Permision is hereby granted to the University of Alberta to reproduce single copies of this thesis and to lend or sell such copies for private, scholarly or scientific research purposes only.

The author reserves all other publication and other rights in association with the copyright in the thesis, and except as hereinbefore provided neither the thesis nor any substantial portion thereof may be printed or otherwise reproduced in any material form whatever without the author's prior written permission.

Donna Dunning

R.R. 1
RED DEER, ALBERTA
T4N 5E1

DATED: June 27/91

UNIVERSITY OF ALBERTA

FACULTY OF GRADUATE STUDIES AND RESEARCH

The undersigned certify that they have read, and recommend to the Faculty of Graduate Studies and Research for acceptance, a thesis entitled PERCEPTIONS OF MASCULINITY AND FEMININITY OF MEN AND WOMEN INVOLVED IN HOMEMAKER AND MANAGERIAL ROLES submitted by DONNA JUNE DUNNING in partial fulfillment of the requirements for the degree of MASTER OF EDUCATION IN COUNSELLING PSYCHOLOGY.

Dr. L. L. Stewin

Dr. G. W. Fitzsimmons

Dr. K. Ward

JUNE 21, 1991

DEDICATION

This thesis is dedicated to my Mom and Dad. They helped me believe that I can be and do whatever I want to.

ABSTRACT

High School students' perceptions of masculinity and femininity of male or female homemakers and male or female managers were studied using an experimental design. Subjects were randomly assigned a description of an individual engaged in a homemaker role or a managerial role. In half of the cases, the individual in the role was described as a male. In the other half the individual was described as female. Subjects then rated the individual in the role on masculinity and femininity using descriptors from the BEM Sex Role Inventory as well as answering an open-ended question asking their general impressions of the role participant. Homemaker descriptions, both male and female, were given significantly higher femininity than masculinity scores. Managerial descriptions of both sexes were given significantly higher masculinity than femininity scores. Two-way analysis of variance revealed differences between male and female subject's masculinity rating for both roles and also difference in the masculinity score of male versus female homemakers. This research has implications for how we view male participation in the home domain.

ACKNOWLEDGEMENT

I appreciate the help of several people that assisted me in completing this study. Dr. Stewin was very supportive. He allowed me to work within my personal time deadlines and was flexible in accommodating my needs. He is an excellent supervisor, always encouraging me to do my work in my own way. Gladys Hartell spent countless hours typing, proofing, and organizing my work. I appreciate her thoroughness and her encouragement and support. My Aunt Verna and Uncle Leo provided me with a bed in Edmonton and several evenings of stimulating discussions. The provided my home away from home. Mostly I need to acknowledge the love and support of my husband, Paul. This thesis is as much his as mine. For every hour I was reading, writing, and collecting data he was parenting, cleaning, and doing all of the million things that constantly need to be done. I love him dearly. We are learning together the trials and tribulations of shared parenting and work roles. There is no other I would rather live and learn with.

TABLE OF CONTENTS

CHAPTER I: INTRODUCTION TO THE STUDY 1

Background to the Problem 1

Definition of Terms 6

Purpose of this Research 8

Overview 9

CHAPTER II: RELATED LITERATURE AND RESEARCH . . . 10

Sex Role Socialization 10

Family Organization 19

Other Considerations 21

Direction of this Research 22

Hypotheses 24

CHAPTER III: METHOD AND PROCEDURES 26

Subjects 26

Independent Variables 27

Role Scenario 27

Sex of Role Participant 28

Sex of Subjects 28

Dependent Variables 29

Procedure 31

CHAPTER IV: RESULTS 34

CHAPTER V: INTERPRETATION 40

Discussion of Results 40

Implications of Results 44

Limitations and Directions for Further Study 51

BIBLIOGRAPHY 58

APPENDICES: A 63

B 64

C 65

D 66

E 67

F 77

LIST OF TABLES

TABLE 1: Comparison of Mean Masculinity and Femininity Scores for Male and Female Homemaker and Manager Role Descriptions 33

TABLE 2: Two-Way Analysis of Variance for Masculinity Scores in the Homemaker Role 34

TABLE 3: Two-Way Analysis of Variance for Femininity Scores in the Homemaker Role 35

TABLE 4: Two-Way Analysis of Variance for Masculinity Scores in the Managerial Role 35

TABLE 5: Two-Way Analysis of Variance for Femininity Scores in the Managerial Role 36

CHAPTER I

INTRODUCTION TO THE STUDY

Background to the Problem

Modern North American society seems to be undergoing a major transition in the nature of work and family participation. It is no longer clear what men's and women's roles are as traditional sex role barriers are changing. As our society is evolving it is important to reassess our perceptions and expectations of men and women. One of the most dramatic changes that has occurred during the last half of this century is the increased involvement of women in paid employment.

In the United States, the percentage of women working has steadily increased in the twentieth century. In 1940, 25.8% of women worked. Forty years later, in 1980, 51.5% of women were working. That number had risen again to 52.9% by 1983 (Bianchi and Spain, 1986). Canada shows similar trends, with 21% of females over 15 years of age in the labor force in 1941 rising to 44% in 1976 (Conway, 1990). During the 1960s and early 1970s in Canada, women's labor force involvement could be graphed as a two peaked profile with respect to age, with participation increasing as women reached their twenties and then dropping through

the childbearing ages until another peak occurred when women were in their forties (Harpell, 1985). The drop between the peaks resulted from women who were raising children instead of participating in paid work. Such a trend did not continue.

By 1976 the two peaked profile had begun to disappear. Women's work participation now peaks around the early twenties, slightly declines and plateaus until a final decline starting for women in the late forties (Harpell, 1985). Increasingly, married women and mothers are working. Census of Canada trends analyzed by Harpell (1985) show the participation of married women in the workforce increasing constantly throughout the last half of this century, ranging from about 10% in 1951 to 51.9% in 1981. Seventy percent of married women with children aged six to fifteen were working in 1988 (Conway, 1990). There are more married women with preschool aged children working than not; the workers totalling 57% of that group (Conway, 1990). These last two statistics include only married women. If single mothers are included, the number of working mothers is even larger.

Women are not only increasing their participation in the work force; they are also becoming more educated. In 1966 in Canada only 34% of bachelor

degrees, 20% of masters degrees, and 8% of doctoral degrees were awarded to women. By 1980 this had increased to 50% of bachelor degrees, 39% of masters degrees, and 24% of doctoral degrees (Nakamura and Nakamura in Harpell, 1985). This increasing role in education must also be creating an impact on women's other life role commitments and attitudes. Clearly our society's work and role structure is changing. Conway (1990) in an analysis of the Canadian family forwards that if there is a "typical" family now it is the "dual-earner family," a term used by Statistics Canada. This type of family comprised 62% of all husband/wife families in 1986 (Conway, 1990).

Much has been written about women's transition into paid employment. There seem to be both advantages and disadvantages for dual-earner families and individuals. One area that has received considerable study is home and child care. An interesting finding in dual-earner families is that although women are actively moving into the various duties and responsibilities of the workplace, men are not assuming similar responsibilities in the home. Davis (1982 in Sekaran, 1986) in a time budget study showed that fathers in dual-earner families spend half as many hours daily in family work than the mothers do. A

study by Lingley (1986) found only 1% of couples were sharing home tasks equally. He found on the average that women, working or not, were doing significantly more of the child and home care tasks. Even in shared parenting situations, it is still mainly the women who internalize the responsibilities and pressures of child rearing and home care (Ehrensaft, 1987; Kimball, 1983; Kimmel, 1987).

Many factors must contribute to the final division of home labor within a family. An attempt to identify and explore reasons for low husband involvement in home roles may help understand this imbalance. This is important for the working wife and mother, since combining work plus the majority of home and child care may create excess stresses for her. Terms such as role strain, role stress, role overload, and role conflict have been used to describe individuals, usually women, who are experiencing difficulty handling the multiple roles of spouse, parent, worker, and sometimes student. Sekaran (1986) describes that working mothers not only experience physical stress from having multiple tasks to complete but they are also subject to the psychological stresses of not being able to focus on or place enough time and energy into their jobs. If they are job focused then often they feel stress and guilt

in the home sphere. Conway (1990) reviews a study by Ross and Mirowsk of 680 couples that found working women were more likely to experience high amounts of depression and lower levels of psychological well being if their husbands did not participate in childcare. The Globe and Mail (1988 in Conway, 1990) reports of a large scale study of 30,000 employees in the United States. Almost half of the women reported that their worries about childcare for young children made them less productive at work. Half of the women refused transfers and almost a third did not take promotions because of difficulties with child care. A majority of women expressed that conflicts between their home and work responsibilities created stress at home and on the job. Popular books such as The Superwoman Syndrome by Shaevitz (1984) describe the unrealistic expectations that women are trying to meet as they add paid employment to the myriad of other roles they are engaged in. Many of these popular books focus on the woman, advising her to better manage her time and set priorities. This focus is seen in the research literature as well. Many studies look at coping strategies for women balancing multiple roles (Beutell and Greenhaus, 1983; Beutell and O'Hare, 1987; Cook and Rousseau, 1984; Dyk, 1987). There seems to be a lot

less emphasis on the man's experience in these situations. Men's attitudes and perceptions regarding societal changes have not been the focus of the majority of dual-earner studies. It would perhaps be useful to understand more fully why men are not more active in the home roles. This may provide us with a new perspective by which we can explore gender issues.

Definition of Terms

The literature on gender and roles is diverse and includes a number of terms. To avoid confusion, central terms are defined here to clarify their meaning within the current study. Lips (1988) clearly separates the terms gender identity from gender or sex roles.

Gender identity refers to the idea that individuals perceive themselves as male or female as part of their self-concept. Gender identity occurs early in development and is very pervasive (Lips, 1988).

Gender roles or **Sex roles** are terms that can be used interchangeably. These terms refer to behaviors that a society expects males and females to engage in because of their sex. Our society has very specific ideas about what men should do and what women should do. Our stereotypes are that men should be masculine and women should be feminine and they each should participate in

specific types of activities. This idea will be elaborated on later.

Masculinity is a set of cultural attributes. Typically our society views masculinity in terms of strength. Leadership, dominance, assertiveness, and forcefulness are examples of socially desirable characteristics of a man (Bem, 1981). Masculinity, in this study, will be measured by scores on the BEM Sex Role Inventory which uses descriptors related to social desirability of men.

Similarly, **femininity** is the set of characteristics that our society finds socially desirable for women. Descriptors such as sensitive, understanding, yielding, and gentle reflect femininity (Bem, 1981). Femininity will also be measured by the BEM Sex Role Inventory.

It is important to note that sex roles, masculinity, and femininity are all defined within a context. These definitions are somewhat artificial because the context is changing as our society is in transition. Much debate exists, for example, regarding what is appropriate "masculine" behavior (Franklin, 1984). However, traditional sex role stereotypes are still very strong and useful to explore.

Purpose of this Research

The objective of this study is to explore how a male engaged in homemaker tasks is perceived by others. A male homemaker seems to be a paradox. Because he is male it would be expected that he is masculine. As a homemaker he is engaging in tasks associated with femininity. Which will be perceived more strongly, his "male" identity or his "female" behavior?

To explore this question an experimental design is used. Subjects read a one page description of a homemaker and then rate the homemaker on a measure of masculinity and femininity. In half of the cases the homemaker is female and in the other half male. Using this design allows an opportunity to measure perceptions of male homemakers and to compare those perceptions to perceptions of a more traditional female homemaker. To provide a further comparison, males and females are also depicted engaging in a managerial role which reflects typical "masculine" behaviors.

Our society tends to place specific expectations on men and women. Men and women, in turn, define themselves in terms of a gender identity. A male engaging in home and child care does not fit traditional norms. It is important to attempt to find out how such a person is perceived.

Overview

Chapter II will summarize relevant research related to gender and roles. It will focus on possible reasons for low male participation in the homemaker tasks. Chapter III will include methods and procedures used to carry out the current study. After the results are given in Chapter IV, they will be discussed in Chapter V. Chapter V will also provide ideas for further research as well as suggestions and implications for counsellors of men in nontraditional situations.

CHAPTER II

RELATED LITERATURE AND RESEARCH

How a family chooses to organize domestic labor must be a very individual and complex process. Two major research areas seem to form the foundation for theories relating to this division of labor; sex role socialization and family organization. Although these areas are related, they contain distinctive theories and assumptions.

Sex Role Socialization

Historically, North American society has shown a strong differentiation between male and female activities and characteristics. Traditionally it has been assumed that mental health requires an acceptance of the appropriate gender role identity. The term gender role connotates the social norms that are operating to define what is the appropriate characteristics for males and females in a particular culture. Many authors also use the term sex role to denote gender role. Here the two terms are used interchangeably. Healthy women are feminine and healthy men are masculine. Any deviation from this pattern has been thought to represent a psychological maladjustment (Cook, 1986).

Stereotypically, feminine characteristics reflect the expressive domain. Women are thought to be affectionate, gentle, sensitive, warm, and yielding. Masculinity is associated with leadership, dominance, ambition, independence, and assertiveness. Socialization requires an identification with and taking up of the appropriate characteristics of your sex. Gender socialization is a complex phenomenon that permeates all aspects of our society. It is reflected in the structure of our political, judicial, and educational systems. Starting at birth, males and females are treated differently. Traditional gender role expectations are laid out for children in a multitude of subtle ways. The clothes children wear, the activities and toys they are encouraged to be involved with, and the portrayal of gender roles by books and electronic media all contribute to a persuasive image of "male" and "female." A complete discussion of gender socialization would be lengthy and can be found as the topic of several books such as Lips (1988) or Mackie (1983).

Male and female adult activities have likewise been segregated. Women's responsibilities revolved around home and family, whereas men run the rest of the world. This division of labor has, like gender role

socialization, been the subject of intense study, especially in the feminist literature. Such a division, historically, in the feminist viewpoint, has contributed to or caused women to be oppressed or powerless in our society. This area of research is very complex and controversial. One fairly obvious conclusion is that men have considerably more external power, status, and prestige than women.

There seems to be a logical link then, between the traditional characteristics attributed to members of each sex and the activities that the sexes have been involved in. Traditional masculine characteristics seem important to success in the realms of occupational growth and female characteristics are helpful in the tasks important for raising families and contributing to the community.

Many measures have been developed in an attempt to assess an individual's attitudes or orientation towards traditional gender roles. Often these measures are used in studies of dual-earner families in an attempt to relate them to division of home labor and adjustments to changing roles. A study by Karen Seccombe (1986) found that a measure of gender role attitudes correlated with husband's housekeeping involvement. In her sample, husbands with

nontraditional values were more likely to share housekeeping tasks than those with traditional values. Atkinson and Huston (1984) similarly found sex role orientation to be a factor in division of household labor, with sex-typed couples tending to divide household more traditionally than other couples. Davis (1982) classified individuals in a sample of married couples into three groups; traditional, egalitarian, and mixed; on the basis of their responses to a number of questions related to sex role issues. Traditional men tended not to be helpful with housework and egalitarian men tended to be more helpful with housework. It is interesting to note the traditional assumption of husband as "helper" rather than shared participant emerged in a study including egalitarian values. Egalitarian values, in Davis' definition, specify the family roles should be flexible and relate to individual preferences. Labelling the husband as helper assumes that the home role "belongs" to the wife. It is obvious that traditional values do slip in even in the context of research on the topic.

Davis' mixed category includes individuals that express egalitarian beliefs but have traditional personal preferences. For both males and females the largest number of participants were in this category

indicating a preference for traditional roles in their situation. This seems to support the idea that our role stereotypes are still important models for individuals. Egalitarian beliefs may not always correspond to egalitarian practices.

Related research looks at measures of masculinity and femininity in an attempt to understand role involvement or participation. Originally masculinity and femininity were conceptualized as ends of a single dichotomy. A person was either masculine or feminine. More recently masculinity and femininity have been approached as separate, independent groups of psychological characteristics. One major advocate of this view is Sandra Bem who has developed the Bem Sex-Role Inventory. She believes masculinity and femininity are logically independent. She shows that they are empirically distinct in her sex role inventory. Correlation coefficients calculated on two separate samples show very low correlation between the masculinity and femininity scores with the highest correlation being 0.33. All correlations on the twenty item form are positive showing, in this inventory, masculinity and femininity are not unipolar (Bem, 1981). A person can then score high or low on both masculinity and femininity. Sex typed individuals are

those scoring high on their appropriate sex scale (females - femininity, males - masculinity) and low on the opposite sex scale. Bem asserts that sex typed individuals are highly attuned to cultural definitions of masculinity and femininity. She argues that these individuals are motivated to behave in ways which will affirm their sex typed images. Bem (in Salamon, 1987) carried out a series of experiments to explore an individual's response to a variety of tasks. Individuals were presented with the opportunity to make money by doing cross-sexed type activities (those that were typical of the opposite sex-type). The individuals that were highly sex typed consistently rejected these opposite sex activities even if they were offered more financial rewards for those types of activities. They also felt the most discomfort and felt the worst about themselves when asked to participate in cross-sexed behaviors. Bem feels that her study provides support for the idea that sex-typed individuals may use a pattern of avoidance when placed in situations requiring cross-sexed activities.

This idea is reinforced by studies of working women. In a survey of professional women, Gaddy, Glass, and Arnkoff (1983) found that those women categorized as masculine were working significantly

more hours outside the home after having children than those categorized as feminine. They also found that these women were more likely involved in egalitarian marriages, with sharing of household tasks and focus on career development of both partners. Glasgow (1982) studies women in traditional versus nontraditional work. She found the women in nontraditional areas had a significantly higher masculinity score than the women in traditional fields. Women in the traditional fields such as secretarial, medical laboratory, and hair styling were most likely to be feminine sex typed. Most women in nontraditional areas were androgynous sex type, which reflects high scores in both masculinity and femininity.

Masculinity, as measured by the various sex typing instruments, itself, seems to be correlated with self-esteem. Lundy and Rosenberg (1987) argue that the masculinity measures themself include a component reflecting a strong image of self. Cook (1987) in a review of research on masculinity shows how that measure is strongly related to mental health, adjustment, identity, and self-esteem. She further discusses what has been labelled as the "masculine supremacy effect." Basically this effect relates to the fact that our culture values the masculine

characteristics more than the feminine ones.

Bem (in Salamon, 1987) found feminine typed women unwilling to initiate bahavior even in the expressive domain because of their passive tendencies. She feels these individuals are less likely to respond or let their needs be known in a variety of situations. Although studies have correlated femininity with positive qualities such as nurturance and empathy, masculine characteristics seem to stand out as more important to function in our society, especially in the work world. However, working women who engage in masculine behaviors will be acting contrary to what is expected of them in terms of sex roles. How will they be viewed by others? Or, similarly, how do we perceive men who are engaged in feminine behaviors?

Costrich, Feinstein, Kidder, Marecek, and Pascale (1975) designed an experiment to explore the consequences of individual's violations of sex role stereotypes. Using indices of liking and psychological adjustment they found that subjects evaluated both passive men and assertive women negatively in three separate situations. It then seems that not only do sex typed individuals avoid nontraditional behaviors, but observers of nontraditional behaviors tend to label the role participants negatively. Crawford (1988)

discusses the possibility that women may choose to behave less assertively than men because of these social pressures. It seems likely that a similar situation may be occurring in men's behavior. Not only are there no social rewards for feminine behavior, but there is also little value given by our masculine focused society for activities in the expressive or nurturant domain. If to be "masculine" is associated with well being and self-esteem then it seems likely that men would want to avoid activities such as home and childcare which have been associated with "women's work" and, therefore, femininity.

Newer perspectives on the nature of masculinity support this idea. Franklin (1984) in a discussion about masculinity in the United States reflects that masculinity entails a lot of effort by men to prove that they are not feminine. This idea was first forwarded by Herb Goldman in the 1970's (Franklin, 1984). Franklin also discusses how the male role, because it is so restrictive, causes men to be judged negatively or to believe they will be perceived negatively when they engage in cross-sex behaviors. He hypothesizes that this could relate to the low cultural value placed on femininity. In the view of Franklin and others in the men's movement, males, to maintain

their gender identity, expend considerable time and energy proving what they are not. They do not want to be labelled as passive or weak or soft, all aspects of traditional femininity.

Family Organization

Another, related, area of research into home and work roles has been exploring the organization of the family. In this framework the family is conceived of as a functional unit. Specific tasks are allocated to the husband or wife in a way in which will best facilitate the entire unit. Variables such as education and earning potential of spouses are perceived as important predictors for involvement in various roles. Ericksen, Yancy, and Ericksen (1979) analyzed role sharing in relationship to the husband's income and the wife's employment and education. The higher the education of the wife, the more likely that the husband was involved in home and child care. They also found that high income husbands were less likely to participate in housework than low income husbands. Unfortunately the study did not include the wives' income, which is also an important variable. Again a traditional bias is seen within the study as the husband is put in the role of "helper" in the home domain. These authors assert in their discussion that

division of labor within a marriage is strongly related to "power." They believe that men are accorded more power and status in our society and that there were no cases of equal sharing of domestic work in their sample, reflecting this imbalance of power in society. Such a view has been labelled resource theory and has been used to explain division of household labor in families. Kimball (1983) summarizes a number of studies of home labor. Two of these include the wives' income as a variable. As expected by resource theory as women earn more relative to their husbands the man's home contribution increases. Kimball attributes this to a rise in "bargaining power" for higher income women.

However, all research does not support this theory. Often spouses of equal status, such as two professionals or two blue collar workers still show traditional divisions of home labor (Seccombe, 1986; Sekaran, 1986). Bird, Bird, and Scruggs (1984) studied a number of factors including income as they related to sharing of home and child care. They found that women in high status and high income jobs did seem to have higher expectations for home task sharing. Husbands, however, seemed to be motivated to role share by both their wife's employment status but also by their sex-

role orientation and the values they personally placed on various home, work, and community roles. It seems that resource theory may be helpful to explain some division of labor, however, it appears that other variables are also contributing to final division of family labor.

Other Considerations

One reason sometimes given for low male participation in home chores is that men simply lack the necessary skills to perform the required tasks. Atkinson and Huston (1984) found that skill level was related more to household labor division than either attitudes or gender identity in newly married couples. Pleck (1985) includes skills as a factor that could facilitate men's participation in the home. He looks at four factors that would encourage greater male participation. He asserts that first men need to be motivated to participate, a factor that is influenced by a variety of experiences and attitudes. The man then needs support and reinforcement for participation as well as appropriate skills. Pleck (1985) also feels that there are structural barriers that must be removed if men are to be more active in home roles. Career or job and home roles often create conflicting schedules and demands. It seems unlikely that our society will

value male homemakers and remove barriers for them. There are very few role models to follow and very little support from a society that values monetary gain and assumes male dominance. Baker and Bakker (in Salamon, 1987) present the following dilemma for the middle class man. If he remains within his traditional roles he becomes a "male chauvinist" and may sacrifice better health, longer life, and greater intimacy. However, society still greatly rewards and encourages male dominance and provides little support for males to move into nontraditional roles. Power, status, and money are all greatly valued by society. These are not found in home and child care.

Direction of this Research

Clearly men are not equal participants in the home domain. Many factors seem to be important in their decision. Certainly gender role expectations and attitudes play a part in men's participation in various roles and various societal barriers channel males into sometimes rigid work situations which conflict with increased home involvement. It seems that a closely related issue pertains to the perception that our society has towards the home and child care role itself. This has been the domain of women and thus by identification or by its nature seems to be feminine.

It is low status. These perceptions are so pervasive that perhaps the homemaker role itself has a strong feminine stereotype. The role stereotype may be strong enough to override the gender identity of the individual participating in that role. In other words, homemakers may be perceived as feminine regardless of their sex.

If this is true, men who chose to engage in home and child care are double losers. They are doing more work, which as seen in studies of working women, leads to stress and conflict. Plus they are also perceived of as feminine if what you do acts to define gender identity. Previously masculine, they enjoyed power, status, mental health, and self-esteem, now they move into a gender role associated with passivity.

To assess the strength of the role stereotype, an experimental design similar to that used by Crawford (1988) will be used. In her study subjects were given written descriptions of assertive behaviors. In one condition the descriptions were of males in an assertive role and in the other condition subjects were given descriptions of the same assertive behavior done by women. Subjects then rated the individuals in the descriptions on interpersonal evaluation items.

This study will, similarly, use a written

description of a typical day of a full time homemaker with children. In half of the cases the homemaker will be female and in the other half the homemaker will be male. Subjects will then rate the homemaker on a Likart scale containing characteristics associated with masculinity and femininity.

To provide a comparison to the homemaker role a managerial role will be used. It was chosen because it represents a stereotypical male position of power and authority. Separate subjects will read a scenario of a day of a typical manager. Again half of the subjects will receive a description of a male and half a description of a female. Subjects will then rate the managers on the same masculinity and femininity descriptors as used for the homemakers.

Hypotheses

There are two specific hypotheses to be tested. Both reflect the importance of activities in perception of masculinity and femininity.

Hypothesis 1

Both males and females in the homemaker role will be perceived as significantly more feminine than masculine using the BEM Sex Role Inventory descriptors. To test this hypothesis a t-test for dependent measures will be done assessing the difference between

masculinity and femininity scores.

Hypothesis 2

Both males and females in the manager role will be perceived as significantly more masculine than feminine using the BEM Sex Role Inventory descriptors. To test this hypothesis a t-test for dependent measures will be done assessing the difference between masculinity and femininity scores.

CHAPTER III

METHOD AND PROCEDURES

Subjects

Two hundred students from Career and Life Management (CALM) classes in Lindsay Thurber Comprehensive High School in Red Deer, Alberta were chosen to provide a sample of local high school students. Lindsay Thurber is the only public high school in Red Deer with a total student population of 1,607 as of April 30, 1991. During the 1990-91 school year there were twenty-two CALM classes of which thirteen were held in the February to June term during which this study was done. The reason for the choice of the CALM students was twofold. Since CALM is currently required for all high school students, such classes provide a more random sample than classes in any other specific subject area. Also age is a potential variable that may impact individual's responses. Using high school students greatly controls the age range of participants. Over 80% of the CALM students were Grade 11 students. The other 20% were divided almost equally between Grade 10 and Grade 12 students. There were more males than females in the classes, with males comprising 58.7% of the students registered in the CALM classes during the February to

June, 1991 semester. Data was obtained by sampling all thirteen classes that were offered in the Winter of 1991. The testing was all done within one week, occurring on three separate days.

Independent Variables

Role Scenario

Two separate role scenarios were developed, a homemaker role and a managerial role. The homemaker scenario was developed to reflect the roles and responsibilities of a typical homemaker. To help ensure the validity of the scenario, specific tasks that Lingley (1986) had identified as belonging to domestic/childcare and homemaker domains in a factor analysis from any extensive questionnaire regarding role sharing were used. To provide a comparison to the homemaker a managerial role was designed to reflect tasks that would occur in a typical day of a middle manager. The image of a manager as masculine has been supported by the literature. Brown (1981) summarizes a number of studies which include a wide range of subjects including managers, students, executives, and U.S. citizens. Overwhelmingly, the evidence suggests that people perceive successful managers as possessing traditional masculine traits. To validate this role a sample of tasks taken from occupational descriptions

was used. Both scenarios were set up as a one page description of a typical day for the individual. See Appendices A and C for the complete scenarios.

Sex of Role Participant

The second independent variable was the sex of the role participant in the one page scenario. There were two levels of this variable, male and female. Originally the scenarios were going to have different names to distinguish one sex from the other, but it seemed that the names themselves may act to influence subject's responses. To control this problem all the role participants were called "Pat" and the terms he/she and his/her were used to distinguish between sexes. Otherwise the role descriptions were identical. Thus subjects could receive one of four possible scenarios, a male homemaker, a female homemaker, a male manager, or a female manager.

Sex of Subjects

On a cover page subjects were asked to record their sex. This variable was included as an exploratory one, since no literature was found which would lead to a specific hypothesis. Since gender related issues were being dealt with, the sex of the subject seemed to be interesting information to include and analyze.

Dependent Variables

After the subjects read the scenario, they were asked to rate the role participant on thirty characteristics. The items were taken from the BEM Sex Role Inventory (Bem, 1981). The BEM Sex Role Inventory requires respondents to rate their perceptions of various characteristics on a scale from one to seven. The characteristics are expressed in a single word, such as "shy" or "tough." Ten of these characteristics were typically associated with masculinity and ten were typical feminine characteristics. They have been validated as socially desirable characteristics of the respective sexes. Bem's descriptors provide separate, independent indicators of masculinity and femininity (Bem, 1981). Thus each set of data produced two scores for a role participant, a measure of masculinity and a measure of femininity.

The BEM Sex Role Inventory has been widely used in the gender literature. A literature search for a review disclosed 795 articles and 167 Eric documents that had used the BEM (Beere, 1990). These were in addition to 432 research studies identified in 1984 by Lippa (in Michell, 1985). The construct validity of the test has been supported by many of these studies

(Keyser and Sweetland, 1985). Logically, its construction relates to its function, since it was constructed by asking judges to rate items in respect to their social desirability for men and women. Test-retest reliability coefficients tend to be high, ranging between 0.7 and 0.95 (Beere, 1979; Bem, 1981; Keyser and Sweetland, 1985). The short form, consisting of twenty items is also reliable. Some reviewers, such as Payne (in Mitchell, 1985) assert the short form is actually a purer measure of masculinity and femininity than the original form.

To use the descriptors from the BEM Sex Role Inventory it was necessary to change the wording of the questions from first to third person, since it is designed as a self-assessment tool. To do this the pronouns in the inventory were changed from your to his or her, and from you to him or her. Otherwise the inventory remained the same. Care was taken to match the sex of the role participant with the correct sex of the descriptors. Subjects were not aware they were answering questions related to gender. They thought they were making personality judgments. This is consistent with the normal administration of the BEM inventory, which includes ten characteristics as distractors to further mask its true purpose.

Subjects were also asked to answer an open-ended question asking their general impression of Pat. The question was put after the descriptors and was worded, "What is your overall impression of Pat? Does he seem like someone you would like to know?" For the female role scenarios the "he" was replaced by "she." There were two reasons for including a written question. One was to do a manipulation check. It was important to see if the subjects correctly identified the sex of the individual from the scenario. The second reason was to see if there was a general perception of the homemaker and/or manager and if that perception varied when the role participant was male or female.

Procedure

After obtaining consent from the Red Deer Public School system and ethical consent from the University of Alberta, a schedule was set up with individual teachers to collect data in their CALM classes. To ensure the directions were clear and standardized all classes were administered by the author personally. The subjects were told that the author was a student and was collecting data for a study. Because it was important that the subjects did not realize that gender roles were being explored, the purpose was disguised by a statement indicating the study related to how people

judge the personality of others when given only a small amount of information about behaviors. Subjects were then instructed to read the description of Pat and then to complete the next pages in which they were to rate their impressions of Pat on various personality descriptors. It was emphasized that it was very important not to make any comments out loud or discuss their impressions of the scenario with other students since the study was based on individual personality assessments. Any comments could affect the way other students answered. This also served to hide the existence of the two different roles and the variation in sex of the role participants. It was also emphasized that their participation was voluntary. Specific instructions were as follows: "My name is Donna Dunning and I am a student at the University of Alberta. I am collecting information about how people make personality judgments about others. If you would like to participate in my study, I would like you to read this short description of an individual (here the page was held out to show the class). From this description I would like you to rate your impressions of the person, Pat, you read about. Because I am studying individual's perceptions it is very important that you don't talk to anyone or make any comments out

loud since that may affect the way someone else rates Pat. The study will take about five to ten minutes to do. You are not obligated to participate if you don't want to but I would appreciate it if those who don't participate would please not talk to those who are as they fill out the sheets. I'll pass them out now. Thank you." Students were then randomly assigned to groups by handing out the various scenarios which had previously been shuffled. All cover pages were identical so the author was unaware of which students received which specific scenario. If students asked questions about how to respond to the rating scale the author was able to say, "Do you think this would describe Pat?" thus avoiding others hearing an incorrect identification of "he" or "she."

When all subjects had completed and handed in the study, they were debriefed on the true nature of the research and any questions they had were answered. Results will be provided to the schools.

CHAPTER IV

RESULTS

For each subject a masculinity and femininity score was calculated. As hypothesized, overall, the homemaker was scored as significantly more feminine ($x = 58.77$) than masculine ($x = 35.31$), $t(99) = 17.699$ $p < .001$. This held true for both the male and female role scenarios and for male and female subjects. Male and female managers were rated as more masculine ($x = 55.56$) than feminine ($x = 46.2$), $t(99) = 7.144$ $p < .001$ by subjects of both sexes (see Table 1).

Table 1

Comparison of Mean Masculinity and Femininity Scores for Male and Female Homemaker and Manager Role Descriptions

Role Scenario	Sex of Subject	Mean Masculinity Score	Mean Femininity Score
Male Homemaker	Male (n = 25)	37.16	57.28
Male Homemaker	Female (n = 25)	42.84	60.36
Female Homemaker	Male (n = 25)	32.52	58.40
Female Homemaker	Female (n = 25)	28.72	59.04
	Combined Group	35.31	58.77
Male Manager	Male (n = 25)	53.64	45.32
Male Manager	Female (n = 25)	58.20	48.96
Female Manager	Male (n = 25)	53.16	43.52
Female Manager	Female (n = 25)	57.24	47.00
	Combined Group	55.56	46.20

To see if sex of the role participant or subjects influenced ratings the dependent variables for each scenario were subjected to a two-way analysis of variance summarized in Tables 2 through 5.

Table 2

Two-Way Analysis of Variance for Masculinity Scores in the Homemaker Role

Source of Variance	Sum of Squares	df	Mean Squares	F-ratio
rows (sex of subject)	22.09	1	22.09	0.18
columns (sex of role participant)	2199.61	1	2199.61	18.01 **
interactions	561.69	1	561.69	4.5998 *
within cell	11723.00	96	122.11	

** $p < .005$
F(critical) = 4.73

* $p < .01$
F(critical) = 4.13

Table 3

Two-Way Analysis of Variance for Femininity Scores in the Homemaker Role

Source of Variance	Sum of Squares	df	Mean Squares	F-ratio
rows (sex of subject)	86.49	1	86.49	1.3467
columns (sex of role participant)	00.25	1	00.25	0.0039
interactions	37.21	1	37.21	0.5793
within cell	6165.76	96	64.226	

Table 4

Two-Way Analysis of Variance for Masculinity Scores in the Managerial Role

Source of Variance	Sum of Squares	df	Mean Squares	F-ratio
rows (sex of subject)	466.56	1	466.56	9.5629 *
columns (sex of role participant)	12.96	1	12.96	0.2656
interactions	1.44	1	1.44	0.0295
within cell	4683.68	96	48.788	

* $p < .005$
F(critical) = 4.73

Table 5

Two-Way Analysis of Variance for Femininity Scores in the Managerial Role

Source of Variance	Sum of Squares	df	Mean Squares	F-ratio
rows (sex of subject)	316.84	1	316.84	2.676
columns (sex of role participant)	88.36	1	88.36	0.746
interactions	0.16	1	0.16	0.0001
within cell	11364.64	96	118.382	

These analyses indicated that male homemakers were rated significantly higher in masculinity than female homemakers F (96.3) = 18.01, $p < .005$. However, there was also an interaction effect. Female subjects rated the female homemaker less masculine and the male homemaker more masculine than the male subjects did F (96.3) = 4.5998, $p < .01$ (Table 2). Female subjects also rated both male and female managers higher on masculinity than the male subjects did F (96.3) = 9.5629, $p > .005$ (Table 4). No significant differences were seen in the analyses of femininity scores for either the homemaker or managerial roles (Table 3 and Table 5).

Subjects responses to the open-ended question showed the use of appropriate pronouns, which confirmed that the sex of the role participants in the scenarios was clear. Subjects tended to have fairly strong perceptions about the role participants. Only a few subjects commented that there was only a small amount of information given by which they were making their judgments. Another small number did not answer the question at all. The data received was analyzed by using three general categories. They included a positive impression, a negative impression, or mixed impressions. Mixed impressions included statements which had both positive and negative statements. The subject's responses have been included as Appendices E and F. Responses were copied directly from the subject's papers without any corrections. This was done in an attempt to avoid possible changes in meaning or context. Although it is difficult to objectively analyze such diverse comments, subjects in general seemed to respond more favorably to the manager than the homemaker. Overall male subjects expressed the most negative responses to the male homemaker and female subjects responded most negatively to the female homemaker. For example, the male homemaker was described as "weak kneed wimp" or "seems like a woman."

Many subjects commented he was not masculine enough or he should do more masculine things. However, several subjects also applauded his nontraditional lifestyle. The female homemaker was "boring," "weak," "passive," and "dull." Again, results were mixed with other subjects finding her likable. Managers, both males and females, were viewed more positively by subjects. Negative comments focused more on Pat being too boring, bossy, or involved in work. A complete list of subject's responses is included as Appendix E and Appendix F.

CHAPTER V

INTERPRETATION

Discussion of Results

Results show that the homemaker role is rated by male and female subjects as being more feminine than masculine regardless of the sex of the homemaker in the role scenario. If an individual received scores similar to any of the group means on masculinity and femininity on the Bem Inventory they would be sex-typed as feminine as scored by the procedures in the manual (Bem, 1981). However, such a sex-typing is only used cautiously, since the inventory, as normed, is for a first person not a third person assessment. It is reasonable to say that subjects did perceive the homemaker role as feminine, or as having very high feminine characteristics.

It is, of course, impossible to infer from this finding that men do not participate in the home roles because they want to avoid being labelled feminine. But it is informative to see that the role itself is perceived as being so feminine. Kimball (1983) conducted extensive interviews with couples in role sharing marriages. One of the males in her sample described the reactions of his wife's colleagues to his decision to stay home with his children. Their

impression was that he must be "henpecked." This is a fairly common theme in shared parenting or dual earner books (such as Magid and Fleming, 1987; Sekaran, 1986). It seems role sharing is still viewed negatively by others. Many comments revolve specifically around gender identity. These types of comments can be seen in this sample too. For example, a subject described the male homemaker as "a weak kneed wimp;" another said "he would be considered quite abnormal by most;" another said "Pat should get a life;" another said he's a little insecure;" and one said "he can be pushed around too easy." An interesting study by Eichler (1976 b in Mackie 1983) required subjects to rate the status of various occupations. In separate groups they used "male housewives" and "female housewives". Respondents gave the male homemaker a much lower status than the female homemaker again reinforcing the negative connotation of men doing "women's work."

Male homemakers in this study were given a significantly higher masculinity score than females so it seems perhaps that some of their traditional male gender identity is still maintained. In this case when males and females are doing exactly the same thing, the male is considered to be more masculine. Interestingly the female subjects rated the male homemaker as more

masculine than the male subjects did. It might be possible that they perceive a man participating in the home role more positively than the male subjects do. The male subjects did also make more negative comments about the lack of masculinity in the male homemaker. The female subjects also rated the manager as more masculine than the male subjects did. Perhaps females tend to rate others, in general, as more masculine than males do. However, even though male homemakers were rated as more masculine than female homemakers, they both still rated much higher on the femininity scale.

The manager role, as hypothesized, was perceived as significantly more masculine than feminine regardless of the sex of the role participants in the scenario. The means did not show as wide a difference between the two scores as was seen in the homemaker roles. Perhaps the stereotype of a manager is not as strong as that of a homemaker. A role stereotype does seem to exist, though, that transcends the gender of the individual in the role. It has been widely accepted that women who choose to participate in the "man's world" do so by adopting masculine characteristics. Many books for or by women managers contain a significant section discussing sex roles and how women can "succeed" in a male oriented environment

(such as Hennig and Jardum, 1981, Marshall, 1984, and Taylor, 1980). This adoption of masculinity may be reflected in the high masculinity scores and comments from subjects describing the manager with adjectives such as "determined" and "independent." I found it very interesting that fourteen subjects described the manager as "hard working" or "works hard" while only two subjects described the homemaker that way although a few did use the term "busy" for the homemaker. This seems to reinforce the inherent value of the manager's masculine "work."

Female subjects rated managers, in general, significantly higher on masculinity than male subjects did. Perhaps the managerial role seems more removed from these females. In the United States only 5% of middle managers and 2% of top managers are women (Meer, 1982). A study of adolescents across Canada found that males showed much more interest in career advancement and managerial positions (Baker, 1985). Thus the females could possibly be more likely to rate managers higher on masculinity, which includes descriptors related to upward mobility, which doesn't relate to their personal aspirations.

Despite some differences between male and female subjects, the results of this study clearly indicate

that we do have very strong gender stereotypes related to activities that people carry out on a day-to-day basis.

Implications of the Results

Women in our society have changed dramatically in the last hundred years. Their horizons have broadened as they enter work and higher education in large numbers. Their attitudes and expectations are also evolving as feminism and equal rights movements have given them new perspectives. For them it has been an exciting, although stressful, change as they become eligible for positions in society that women have never been able to obtain before. They are able to experience external power and status. For some the change is too slow as they wait for society's inertia to slowly give way to a new "better" order.

The man's perspective is not so rosy. He must learn to share his "higher" positions of power and status. Women are not available to cook, clean, take care of children, and anticipate needs. Formerly he could focus on and be supported by his family in his role of breadwinner. Now he still has the pressures and stresses of supporting his family plus when he returns home he is expected to engage in low status demanding activities. If he does these activities he

may be labelled "weak kneed" or "wimpy." If he doesn't he is letting down and contributing to high stress levels in his spouse. Such a scenario is, of course, simplified and overblown, however, it does serve to illustrate that, for males, participating in homemaking roles may not be that appealing. So what is the "modern man's" solution?

It seems unlikely that our society will revert back to the traditional roles of the 1950s. Traditional sex roles do not seem viable in a society where the majority of wives and mothers are working outside of the home. One solution that has been proposed is for all individuals to express and accept both their male and female attributes. Such individuals are labelled as androgynous. These individuals show more of a preference for egalitarian marriages than sex typed individuals do (Kimball, 1983, Pursell, Banikiotes and Sebastion, 1981). Androgynous men hold less traditional sex role attitudes and are far more supportive of working spouses (Olds, 1981). Men seem to be missing out on a multitude of aspects and qualities of life because those aspects are labelled feminine. Androgynous men are able to be warm, nurturant, and empathic. There is no doubt that men would benefit by being expressive. Unfortunately,

however, it seems that by taking on female activities men are likely to be perceived as feminine rather than androgynous. Some authors argue that the concept of androgyny as an ideal is a misconception. Cook (1986) believes that the majority of the benefits of "androgyny" are an artifact of the measures which reflect mostly masculinity and self-esteem. This finding is also supported by Lundy and Rosenberg (1987) who conclude that a strong positive self-image is simply incorporated into the masculinity scale of the Bem Sex Role Inventory. Maybe the next step of sex role liberation is to attempt to have society place a greater value on the characteristics associated with femininity for all individuals rather than just for women.

A related perspective can be found in the men's movement which originated in the early and middle 1970's (Franklin, 1984). The men's movement advocates a move away from the emphasis of males being masculine as defined by society now. Traditional masculinity is seen not as an ideal position of power and status but rather as a negative, harmful, confining role. Pleck (1981 in Franklin, 1984) asserts that traditional masculinity exposes men to physical dangers and psychological stress. He also points out that men are

socialized to have personality characteristics that are associated with high mortality and behaviors that are unhealthy. Franklin (1984) feels that men must break out of their traditional male role. In his words:

> "not only will we see that our sex role is hazardous to our health, we will see that we, too, are in the process of becoming free." p. 28

However these values do not seem to reflect mainstream thought. Almost all the studies within the area of home and work roles contained traditional expectations. For example, part-time work seems to be suggested and accepted more for women than men and often men are still viewed as "helpers" at home. Not only are men expected to work full time, but they are expected to be upwardly mobile, loyal, and sacrifice for employers. As seen in the literature on working women, it is difficult and stressful to cope with multiple demands. A study of working parents by Moen and Dempster-McClain (1987) found that in 47% of their sample one or both parents worked more than forty hours a week. When the parents preferences were explored, the majority of mothers and almost two-thirds of the fathers said they would rather work less hours and have more time for their spouse and children. Spitz (1988) asserts that it is time to stop viewing men's

employment as a constant. This new focus could provide more options within a family unit if work arrangements were more flexible. Unfortunately today men not on the career track run the risk of being labelled as not assertive or not ambitious, again, feminine characteristics. Many other authors agree that more innovative and flexible working arrangements are necessary. Moen and Dempster-McClain (1987) suggest permanent part-time, job sharing, shorter weeks, or voluntary reduced time as possible solutions. Sekaran (1986) includes these options as well as flexitime and flexiplace. She feels that employers also need to evaluate and implement new parenting policies. Career pathing is also explored by Sekaran. In her opinion there should be less emphasis on vertical advancement and more importance given to alternate career patterns. The "company man" may no longer be the norm if individuals begin to define work as only one of several significant life roles. More career development theorists are beginning to acknowledge that occupational choices have ramifications in several sectors of a person's life. O'Neil, Fishman, and Shaw (1987) define the term career in their discussion of dual career couples as:

> "purposeful work of two adults over the lifespan affected by interaction of vocational, marital, familial, and gender roles and directed at personal achievement, economic maintenance, and growth of the individual, marriage, family, and society." p.56

Men and women need to be aware of how their career choices will impact their other life roles. Employers need to be aware that their employees are involved in other roles and responsibilities. Theorists such as Super (1980) now define a career in terms of the combinations of roles that a person plays during their life. But are individuals making realistic choices that relate to role involvement?

It is interesting to examine the attitudes and expectations of young people in respect to future role involvement. An extensive study of adolescents done through the Canadian Advisory Council on the Status of Women by Baker (1985) found youth to be unrealistic in their visions of the future. When asked to image child care arrangements, 50% of the males thought their wives would be at home taking care of them. In contrast only 29% of the females thought they would be taking that role. Both females and males viewed child care as woman's work. On a more positive note Farmer (1983) in a survey of high school students in the United States

found males showed an interest in sharing parenting and shared career roles within marriage. Females, however, were higher on both homemaking and career commitments than the males and less likely to envision shared parenting. Farmer suggests that youth would benefit from a discussion of the realities of combining home and work roles including possible obstacles and how they might be overcome. Life knowledge is limited in youth by their age and lack of diverse experiences. Both studies of adolescents concluded that the aspirations the youth have will probably not correspond to the type of life they are likely to experience. Such discrepancies may simply be the inexperience of youth, but perhaps they are showing that our society has not as yet adjusted to the rapidly changing roles of men and women.

It would be useful for all individuals, not just youth, to undergo an open exploration and assessment of their perceptions of their own sex role characteristics and their attitudes towards gender roles in the family and work environment. This would be a useful tool for career, pre-marriage, employment, and marital counselling. There is some indication that complementary sex role matching between couples may relate to greater marital adjustment (Davidson and

Sollie, 1985). Cook (1986) takes the viewpoint that we should look beyond the concept of sex typing to explore what the impacts of sex roles are on specific individual's situations. An analysis of gender values between potential mates could provide an opportunity to bring up issues for discussion. O'Neil, Mastrandrea, Fishman, and Kinsella-Shaw (1987) discuss counselling strategies for dual-career families. They recommend conjoint career counselling to assess career and family roles together. Couples should also be assisted in identifying specific gender dilemmas and, with the counsellor's assistance, understand and problem solve within those areas. Sekaran (1986) provides similar suggestions for counselling dual-career families. She elaborates on a complex process which explores values, dilemmas, power issues, role sharing, and identity. A common theme running through these counselling strategies seems to be that couples need to explore and work through their own specific gender issues. There are no correct or universal ways to share work within a family, only individual solutions for individual couples.

Limitations and Directions for Further Study

Any study is subject to methodological concerns. The present study has sacrificed generalizability to

provide a controlled comparison. It could be argued that such an artificial situation cannot realistically reflect people's actual impressions. Subjects were asked to make global assessments about an individual from a small amount of information linked to a sex role stereotype. I believe that we do make judgments regularly using first impressions. However, it is important to use caution when interpreting perceptions. The subjects' comments were helpful in this regard. The descriptors labelled the roles as overwhelmingly feminine or masculine. The comments showed a wide range of impressions about the person, both positive and negative. Many subject's responses indicated strong feelings about "Pat." They described not only general impressions, but they also sometimes included how they thought Pat might feel and think about things. Further research into the attitudes and views of youth would provide a more thorough look into this area. Especially useful would be to explore attitudes towards men engaging in feminine roles. Since the women's movement researchers have been busy exploring attitudes about women working, women sharing power, and marriages with equal sharing of roles. Perhaps we could also focus on attitudes toward men who are moving out of their masculine roles engaging in part-time work, home

care, child care, or other traditionally female pursuits.

It would be interesting to repeat this experiment with a male and female "Pat" involved in a role sharing situation of part-time work and part-time home responsibilities. Would the masculinity and femininity scores be equal or would this be a feminine role? Would men and women in this role be perceived the same? I suspect that, in the light of our traditional roles, a role sharing individual would be perceived as more feminine than masculine.

It would also be interesting to obtain perceptions of individuals of various ages and life circumstances towards changing role definitions. Evidence exists that sex role attitudes are situational and change over the life span (House, 1986; Richmond-Abbot, 1983; Smith and Reid, 1986). An interesting finding of Abrahams, Feldman, and Nash (1978) was that sex role orientations seem to fluctuate with expectation and birth of a child, with women showing a marked rise in their femininity score and a drop in their masculinity score. Males showed a drop in femininity and a rise in masculinity although the effects were much weaker. This study used the BEM inventory, which measures self-perceptions. It would be interesting to see if

external perceptions correspond. For example, is a man with children perceived as more masculine than a man without?

Research into skills related to home and child care may prove fruitful. If lack of skill is a barrier to participation in these roles then perhaps it is possible to teach them to interested individuals. These could include the coping strategies that have been developed for multiple roles such as in Beutell and O'Hare (1987) and Dyk (1987). Both males and females would benefit from skill training and experience in "cross-sex" chores in order to be able to draw from a more flexible and diverse set of behaviors in their adult lives. In actuality programs designed for women reentering the work force provide goal setting, decision making, and assertiveness training designed to increase the "masculine" behavioral repertoire. In contrast, very few formal opportunities are available to men to explore home and child care issues. Existing programs are designed for, taught by, and attended by women. Even the names "mom's morning out" or "mom's support group" signal their sexual bias. A story reported in the Red Deer Advocate in November of 1990 told of a New York full time father and homemaker who is filing a discrimination suit after

being denied entrance into a mothers-infants group. Again our society is making it difficult for the male to move out of his traditional role. Hopefully in the future such groups can be for parents or caregivers rather than mothers.

There is some evidence to suggest that wives themselves do not want or encourage husbands to be proficient in the home domain. Franklin (1984) suggests that women may perceive male competence in home and family affairs as a loss of power for themselves in the expressive domain. Sekaran (1986) reviews studies that show that women have very high expectations for males in home roles which creates stress and frustration for the men. This may relate back to findings that indicate the majority of women still take on the main responsibility for the home role. If a home task is not done to the woman's standards she may feel it reflects on her. Pleck (1985) disagrees with the idea that women do not want men to participate more. He believes more wives are expecting their husbands to increase their participation and that the number of wives with these expectations is increasing. This would be an interesting area to further explore. If spouses could be aware of each other's expectations and personal

standards for various home tasks it would help them negotiate their roles.

Our society is moving through rapid changes in the nature of our expected roles and responsibilities. Women are working more and experiencing more stress and role strain as they struggle with a new definition of what it means to be a woman. Men are also expected to change. We need to look at how society does view men and women choosing to venture into nontraditional roles.

For the last twenty years we have increasingly begun to study women and their movement out of the home and into the workplace. Unfortunately, a paucity of information exists about how men are perceived when they choose to become more active in home domains. This has implications to all levels of society. We have a variety of programs aimed at encouraging girls to choose careers and become professionals, tradespersons, or whatever they want to be. What happens to the home and family? It is becoming obvious that women can't do it all. But boys are not being encouraged to move into expressive domains. Schools, government, pre-marital and marital counselling programs need to focus on role sharing and its implications for the males and females involved. There

should be support for individuals of both sexes that are involved in nontraditional roles. Hopefully, studies such as this one will help develop a perspective on how society views individuals, especially men, engaged in nontraditional situations. Once we better understand how they are viewed by society, we will be able to help support and encourage whatever role choices individuals to make.

BIBLIOGRAPHY

Abrahams, B.; Feldman, S.; Churin Nash, S. (1978), Sex Role Self-Concept and Sex Role Attitudes: Enduring Personality Characteristics or Adaptations to Changing Life Situations? Developmental Psychology, Volume 14, No. 4, pp. 393-400.

Associated Press (1990, November 21), Mr. Mom denied entrance in mothers-infants group, Red Deer Advocate, p. 1c.

Atkinson, J. and Huston, T. (1984), Sex Role Orientation and Division of Labour Early in Marriage, Journal of Personality and Social Psychology, Vol. 46, No. 2, pp. 330-345.

Baker, M. (1985), "What Will Tomorrow Bring?" A Study of the Aspirations of Adolescent Women, Ottawa, Canadian Advisory Council on the Status of Women.

Bem, S. (1981), Bem Sex-Role Inventory Professional Manual, Palo Alto, California, Consulting Psychologists Press, Inc.

Beere, Carole A. (1979), Women and Women's Issues: A Handbook of Tests and Measures, Jossey Bass, San Francisco.

Beere, Carole A. (1990), Gender Roles: A Handbook of Tests and Measures, Greenwood Press, New York.

Beutell, N. and Greenhaus, J. (1983), Integration of Home and Nonhome Roles: Women's Conflict and Coping Behavior, Journal of Applied Psychology, Vol. 68, No. 1, pp. 43-48.

Beutell, N. and O'Hare, M. (1987), Coping With Role Conflict Among Returning Students: Professional Versus Nonprofessional Women, Journal of College Student Personnel, Vol. 28, No. 2, pp. 141-145.

Bianchi, S. and Spain, D. (1986), American Women in Transition, Russell Sage Foundation, New York.

Bird, G. and Bird, G. (1984), Determinants of Family Task Sharing: A Study of Husbands and Wives, Journal of Marriage and the Family, Vol. 46, pp. 345-355.

Brown, L.K. (1981), The Woman Manager in the United States: A Research Analysis and Bibliography, Business and Professional Women's Foundation, Washington.

Conway, J.F. (1990), The Canadian Family in Crisis, James Lorimer and Company, Toronto.

Cook, E. (1986), Androgyny: A Goal For Counselling? Journal of Counselling and Development, Vol. 63, 567-571.

Cook, E. (1987), Psychological Androgyny: A Review of the Research, The Counselling Psychologist, Vol. 15, No. 3, pp. 471-513.

Cook, R. and Rousseau, D. (1984), Stress and Strain From Family Roles and Work-Role Expectations, Journal of Applied Psychology, Vol. 69, No. 2, pp. 252-260.

Costrich, N., Feinstein, J. and Kidder, L. (1975), When Stereotypes Hurt: Three Studies of Penalties for Sex-Role Reversals, Journal of Experimental Social Psychology, Vol. 11, pp. 520-530.

Crawford, M. (1988), Gender, Age, and the Social Evaluation of Assertion, Behavior Modification, Vol. 12, No. 4, pp. 549-564.

Davidson, B. and Sollie, D. (1985), Sex-Role Orientation and Marital Adjustment, Social Behavior and Personality, Vol. 15, No. 1, pp. 59-69.

Davis, M. (1982), Families in a Working World, New York, Praeger Publishers.

Dyk, P. (1987), Graduate Student Management of Family and Academic Roles, Family Relations, Vol. 36, No. 3, 329-332.

Ehrensaft, D. (1987), Parenting Together, The New York Free Press, a Division of Macmillan Inc.

Ericksen, J., Yancy, W. and Ericksen, E. (1979), The Division of Family Roles, Journal of Marriage and the Family, Vol. 41, pp. 301-313.

Farmer, S. (1983), Career and Homemaking Plans for High School Youth, Journal of Counselling Psychology, Vol. 30, No. 1, pp. 40-45.

Franklin, C.W. II (1984), The Changing Definition of Masculinity, Plenum Press, New York.

Gaddy, C., Glass, C., and Arnkoff, D. (1983), Career Involvement of Women in Dual-Career Families: The Influence of Sex Role Identity, Journal of Counselling Psychology, Volume 30, No. 3, pp. 388-394.

Glasgow, A. (1982), A Comparison of the Background and Personality Characteristics, Sex-Roles, and Work Values of Women Training in Traditional Occupations and Non-Traditional Trades, Edmonton, University of Alberta Graduate Thesis.

Harpell, C. (1985), An Analysis of Dual-Earner Families in Canada, Industrial Relations Centre, Kingston, Queens University.

Hennig, M. and Jardim, A. (1981), The Managerial Woman, Anchor Press/Doubleday, New York.

House, E. (1986), Sex Role Orientation and Marital Satisfaction in Dual- and One-Provider Couples, Sex Roles, Vol. 14, Nos. 5/6, pp. 245-259.

Keyser, Daniel J. and Sweetland, Richard C. (1985), Test Critiques, Volume III, Test Corporation of America, Missouri

Kimball, G. (1983), The 50.50 Marriage, Beacon Press, Boston.

Kimmel, M., Ed. (1987), Changing Men: New Directions in Research on Men and Masculinity, Newbury Park, Sage Publications.

Lingley, D. (1986), Role Sharing in Contemporary Couples: Tradition or Transition, Edmonton, Alberta, University of Alberta Graduate Thesis.

Lips, H.M. (1988), Sex and Gender: An Introduction, Mayfield Publishing Company, Mountain View, California.

Lundy A. and Rosenberg, J. (1987), Androgyny, Masculinity, and Self-Esteem, Social Behavior and Personality, Vol. 15, No. 1, pp. 91-95.

Mackie, M. (1983), Exploring Gender Relations: A Canadian Perspective, Butterworths, Toronto.

Magid, R. and Fleming, N. (1987), When Mothers and Fathers Work, AMACOM a Division of American Management Association, New York.

Marshall, J. (1984), Women Managers Travellers in a Male World, John Wiley and Sons, New York.

Meer, C. G. (1982), Sex Role Stereotyping in Occupational Choices, Rutgers - The State University of New Jersey, New Jersey.

Mitchell, James V., Ed. (1985), The Ninth Mental Measurements Yearbook, Volume 1, Buros Institute of Mental Measurements, Nebraska.

Moen, P. and Dempster-McClain, D. (1987), Employed Parents: Role Strain, Work Time and Preferences for Working Less, Journal of Marriage and the Family, Vol. 49, No. 3, pp. 579-590.

Olds, L. (1981), Fully Human, New Jersey: Prentice-Hall Inc.

O'Neil, J., Mastrandrea Fishman, D., and Kinsella-Shaw, M. (1987), Dual-Career Couples' Career Transitions and Normative Dilemmas: A Preliminary Assessment Model, The Counselling Psychologist, Vol. 15, No. 1, pp. 50-96.

Pleck, J.H. (1985), Working Wives/Working Husbands, Sage Publications, Beverly Hills.

Pursell, S., Banikiotes, P, and Sebastian, R. (1981), Androgyny and the Perception of Marital Roles, Sex Roles, Vol. 7, No. 2, pp. 201-215.

Richmond-Abbott, M. (1983), Masculine and Feminine Sex Roles Over the Life Cycle, California, Addison-Wesley Publishing Company.

Salamon, E. and Salamon, E., Eds. (1987), Gender Roles: Doing What Comes Naturally, Toronto, Metheun Books.

Seccombe, K. (1986), The Effects of Occupational Conditions Upon the Division of Household Labour. An Application of Kohn's Theory, Journal of Marriage and the Family, Vol. 48, No. 4, pp. 839-848.

Sekaran, V. (1986), Dual-Career Families Contemporary Organizational and Counselling Issues, San Francisco: Jossey-Bass Publishers.

Shaevitz, M.H. (1984), The Superwoman Syndrome, Warner Books, New York.

Smith, A. and Reid, W. (1986), Role Sharing Marriage, New York, Columbia University Press.

Spitz, G. (1988), Women's Employment and Family Relations: A Review, Journal of Marriage and the Family, Vol. 50, August, pp. 595-681.

Super, D. (1980), A Life-Span, Life-Space Approach to Career Development, Journal of Vocational Behavior, Vol. 16, pp. 282-298.

Taylor, C. (1980), Women and the Business Game, Venture Concepts Press, Washington.

Appendix A

This is a fairly typical day for Pat. He gets up when his two-year old toddler calls. He then diapers and changes the toddler and prepares breakfast for the family. After his wife leaves for work he packs his 7-year old's lunch and he gets the two kids into the car so he can drive the oldest to school. He then continues to the store to pick up some groceries.

When he gets back home he puts the groceries away, makes lunch, and then gets his toddler to sleep. While the child is sleeping he cleans up the dishes and does a couple of loads of laundry. When the child wakes, it's time for a diaper change and off to the school to get the older child. Arriving home again, it's time to make supper. When his wife arrives home, they all have supper together. After supper, Pat gets the kids to bed and then helps with the supper dishes, finishes off the laundry, picks up after the kids, and then relaxes a while before heading to bed.

Appendix B

This is a fairly typical day for Pat. She gets up when her two-year old toddler calls. She then diapers and changes the toddler and prepares breakfast for the family. After her husband leaves for work she packs her 7-year old's lunch and she gets the two kids into the car so she can drive the oldest to school. She then continues to the store to pick up some groceries.

When she gets back home she puts the groceries away, makes lunch, and then gets her toddler to sleep. While the child is sleeping she cleans up the dishes and does a couple of loads of laundry. When the child wakes, it's time for a diaper change and off to the school to get the older child. Arriving home again, it's time to make supper. When her husband arrives home, they all have supper together. After supper, Pat gets the kids to bed and then helps with the supper dishes, finishes off the laundry, picks up after the kids, and then relaxes a while before heading to bed.

Appendix C

This is a fairly typical day for Pat. He gets up, has breakfast, says goodbye to his wife and two children, and heads off to work. At the office there are a number of pressing items to deal with.

He delegates a number of items to his employees and begins to focus on the remaining tasks at hand. First he goes through the pile of papers that require his signature and approval. He then meets with one of his employees to discuss some areas of performance which are not meeting the standards he expects. He concludes the meeting by listing his expectations for future performance.

After lunch he makes some final decisions about budget cuts, works on some long range goals, sends some interesting papers out to circulate around the office, and sets up a staff meeting date. He also presents some information about staffing changes to a group of senior administrators. At the end of the day he chairs a committee meeting and then heads home for supper. After supper he plays with his kids for a while and then relaxes before heading to bed.

Appendix D

This is a fairly typical day for Pat. She gets up, has breakfast, says goodbye to her husband and two children, and heads off to work. At the office there are a number of pressing items to deal with.

She delegates a number of items to her employees and begins to focus on the remaining tasks at hand. First she goes through the pile of papers that require her signature and approval. She then meets with one of her employees to discuss some areas of performance which are not meeting the standards she expects. She concludes the meeting by listing her expectations for future performance.

After lunch she makes some final decisions about budget cuts, works on some long range goals, sends some interesting papers out to circulate around the office, and sets up a staff meeting date. She also presents some information about staffing changes to a group of senior administrators. At the end of the day she chairs a committee meeting and then heads home for supper. After supper she plays with her kids for a while and then relaxes before heading to bed.

Appendix E

Subject's Responses to Open-Ended Question

for Homemaker Role

Male Homemaker/Male Subjects

- Pat seems like the kind of guy that isn't bothered by traditional stereotypes. He does what he wants to do and he does it well. He is not conceited or jealous towards others. He would be however considered quite abnormal by most. Feminists would love him. I suppose he would be a pretty good person to know.

- My overall impression of Pat is that he and his wife have done a little "role reverse." For years, the wife was expected to stay home, take care of the kids and cook. Now, Pat has shattered that misconception. Pat and his wife are people I'd love to meet.

- My overall impression of Pat is that he is stuck in a situation, yet he does not try to get out, and he probably doesn't mind it. He is very good at what he does. I would kinda want to know him, but I feel he would not express his feeling enough and ya would not know what he really feels.

- He works a lot at home, and does everything, people would expect the women to do that stuff. Yeh I'd meet him.

- He is a person who has alot of guts to take on a job that has been in the past a womans job.

- Yes, he seems like a relitivly modern and open minded man.

- That he is a responsible, sensitive and caring person and that he is a good father. My Dad or Mom.

- Yes, my parents.

- No Pat should get a life.

- He seems like he's the only one helping out around the house and I wouldn't really like him because he's a little insecure and almost a little feminine. If he was a girl I would probably have a much more optimistic outlook at him.

- A person who doesn't want a job out of the home and take care of the kids. He seems like a person I would enjoy to be around with.

- No, he can be pushed around to easy. He doesn't know how to handle himself in social situations and doesn't have many friend. He doesn't enjoy things like sports or going out with the guys.

- Very loving, doesn't have very much time for himself. I would like to know him.

- Yes I would like to know him. He seems like a man who has his life organized and together. It seems like he has a loving relationship with his wife. Yet, I wonder how content he is whether he does this everyday or whether he works. Nevertheless he seems dependable and trustworthy.

- Pat seems to be a weak-kneed wimp. If he is to lazy and unmotivated to get a job, then he is not the type of person that I would like to be associated with.

- You wouldn't really be able to get to know him since he is busy all the time.

- Pat seems like a housewife. Nothing in common with me.

- He seems to be a person who is like a robot, repetitive, predictably BORING. I personally would not like to know him.

- My overall impression of Pat is that he is reliable guy. I think if he asked his wife to help things would be easier for him.

- I don't know, maybe.
- I think that Pat lives on a treadmill and I think this is not good. No.
- Don't ask me! I don't know.
- Well Pat seems like a nice guy and everything, but I couldn't hang out with him, because he is to much of a stay-home guy. Never does anything that is receantional etc.
- Yes, although he could do more masculan things, such as drink beer, mow the law, and watch T.V.
- Not at all, it seems that in his family his values and morals are totally different from my own. The guy may have some good qualities but doesn't seem like he has a masculin personality.

Male Homemaker/Female Subjects

- Seems like a nice, unselfish loving person. I would like to know this person.
- Pat appears to be easy-going and conciderate however you could perhaps think of Pat a being too giving and self-less. I think that I would like to know Pat but probably would not be inclined to know him very well.
- He seems like he would be a wonderful person, yet holding back, and would want other things in his life to challenge him.
- There is not much information on Pat's personality. He seems too routine possibly boring since he doesn't seem to have too many of his own hobbies or interests. He seems compassionate. Could probably be an acquaintance but not a close friend.
- Pat seems like a person I would like to know and a man who is not afraid to go against the norms of society.

. He seems like a nice, sensitive guy and I would like to know him.

. Pat seems like a really nice sensitive guy that I would like to know.

. No, he seems pretty boring, follows routines closely, not a very exciting person.
. Yes, if he is satisfied with his life. If he is not satisfied, and is only playing the role he does because he has no other choice, I do not think I would like to know him. He seems like he's got it all together and knows what he's doing.

. Pat seems like a very nice guy. He would be someone worth knowing.

. He doesn't sound like the kind of person who gets out alot. He sounds more like a family man or a home body. Not if you wanted to go out and have fun, maybe if you wanted to hang out at home and watch a bunch of kids.

. The paragraph said nothing about Pat personality. I really can't tell. Maybe. I'm eager to meet anyone.

. Pat appears to be a person with good outlook on life and himself to take on a Mr. Mom type role because in society today many males would find this being a woosy or not being the man around the house. I feel that he's more of a man because he is able to deal with such a situation and be good at it.

. He seems pretty set in his ways. Sounds like he's a responsible and respectful guy.

. Pat seems busy and helpful. I hope however that he knows to spend some time for himself, and does "take on" too much. He'd be great to know and hopefully funloving.

. I think Pat seems like an all round person. I wouldn't mind meeting a Pat someday.

- I think Pat is a typical modern day father, and sometimes probably has to put up with bias opinions about who (female/male) stays home. Yes, I would like to know someone like him.

- He seems kind of boring. His like is uneventful. I would rather know someone more interesting.

- Yes, I feel Pat is very unselfish and cares a great deal about the security of others. He puts others ahead of himself.

- He seems like the kind of guy who is inferior to his wife and doesn't know how to stand up to her. He is not the kind of person that I would like to know.

- He is a caring person and will put out for others. Yes I know some people like this.

- He seems like a woman!

- He doesn't mind what he is doing but probably sometimes he thinks it's a drag. Ya maybe.

- He seems very hard working and willing to help and do the work needed. I can't tell a lot about his personality because he doesn't say much.

- Yes.

Female Homemake/Male Subjects

- She seems to do what is required of her as a mother but she doesn't strive for better or her own thoughts. She seems to be a kind of passive person. I don't think she would be that enjoyable of a person to live with. She makes no effort to do what she wants.

- I wouldn't mind knowing her she'd make a good wife.

- She is a Wilma Flintstone that's a happy housewife. I wouldn't like to be her Fred.

- I believe that Pat needs a little help from the husband. I think the relationship should be 100% input by both people. I think husband should do some chores around the house even if he does work. I wouldn't mind knowing someone like Pat but I would try a tell her to get the husband involved more at home.

- Pat seems like many mothers I know.

- I feel that Pat is a very together person who is very dependable. Yes, she does seem like someone I would like to know.

- She seems to lead a rather boring life because she does the same thing day in and day out. I wouldn't want to know her because she can never go out.

- She seems to be stuck in a situation. It's like this is her job and I could see how she could be very frustrated with the situation and would not let it continue.

- Change her name and she could be my MOM!

- My overall impression of Pat is that she is very caring and outgoing. Yes.

- My overall impression of Pat is that she is very devoted and loving towards Pat. She seems very dependable and reliable. If she treated me like this, I'd marry her.

- Mabey, but not while she has any children around. She doesn't seem to know how to rais children.

- Pat seems like a very nice person, but perhaps she is a little wishy-washy. Pat, like alot of mothers is a slave to her family.

- Sure.

- Not really.

- She is weak--seems to do everything that is needed to be done--by a house wife.
- Yes in one way because she is kind and but no because she kinda does whats expected off her.
- It seems that she is quite happy being co-dependant on the fact that the rest of the family is happy. I would have no interest in meeting her because she has nothing interesting about her.
- Yes. She seems really nice but she also seems like someone else is calling the shots.
- Yes, sounds like the 1960-1970's version of a mother.
- All I know about her is that she is always busy I don't know anything about how she thinks or reacts to difent situations. So I couldn't give a true answer Yes or No.
- She a person who lot of responiablity and I would mind knowing someone like her.
- She seems to be a very organized person, who seems very kind. Someone who knows what she's doing.
- She is a hard worker.
- There was no comment on this sheet.

Female Homemaker/Female Subjects

- Pat seems like a household druge. (I don't know if this is spelled right.)
- Pat just goes with the flow, she doesn't live for herself, but for others. She probly has a very low self esteem and would never be able to cope if her husband left her. She leads a sheltered, boring life, and could never achieve ultimate happiness. If I was her husband, I would love to

know her, as I would never have any responsibilities around the house. If I was her friend, I would be frustrated about how sheltered her life is and she probly wouldn't be a very interesting person.

. Overall Pat seems to be a person who is willing to make sacrifices for othes without much consideration for her own wants and needs. She would be easy to get along with on an aquaintanc basis but I would find it boring to spend alot of time with her because I don't think we would have any fun. She wouldn't be willing to do what she wanted.

. Yes she does. She seems friendly and nice, but maybe a bit boring. I think I might only like to see her every once in a while.

. Well she seems like an outgoing person and very ambitious. But I wouldn't be able to tell wither or not I like her just from a few pharagraphs.

. She does not seem like a real person, she doesn't seem to lead a life of any person I know. It is very for any of the families I know to always eat supper together. She also seems to revolve her life around the family units. Possible to make her a more plausable person, she could take an arobics class of something, so that she'd do something for herself and not be so boring.

. Not really. She seems like a really great house wife. She'll stay home and have everything ready for her husband.

. Yes, I would like to know her. She is very responsable and seems to have a good lifestyle, for herself and her kids and husband.

. My impression of Pat is that she is boring. Not very excitable and lives a plain life. Also that she is a quiet vulnerable woman.

. Pat doesn't seem very independent and willing to

do things for herself. I wouldn't mind knowing Pat but being a very independent person I might be tempted to change Pat's ways.

. I think she's got to do more for herself. She needs sometime alone to relax. She's always doing something for someone else. She has to put some time aside for her to do something for her.

. My impression of Pat is a very loving mother and wife. The load of responsibilities/duties at home and to her children and husband, but she need sometimes to herself.

. That she is boring there is nothing to her. She does what needs to be done that is all. NO.

. Pat seams to be passive. Not really.

. My impression of Pat is that she is quite a nice person, however very busy with her children. Leaving all her time for them and to do her work in her home.

. Pat seems dull and boring like a robot who follows a routine. She would probably have a mental breakdown if the routine changed drastically. She seems like the kind of person who is tied down and says "Yes" to everything and to everybody who asks something of her. I don't think I'd like Pat. She's too structured in life. She needs to let loose and clog dance on a salad bar.

. Pat seems like a person who would get pushed around alot and does everything that everyone expects her to do. She does not seem to really care what she wants but rather is concerned only about the needs of others. I wouldn't really want to know her because I don't like people who let themselves get used and pushed around, I would feel too sorry for her.

. Pat is dependable, organized and a caring lady. She would be someone I would like to know.
. I feel that a lot of these work don't appy to

Pat. We didn't get enough info on Pat.

. I think Pat is a very passive person. She does her jobs, that she has to do everyday. Pat doesn't seem to be doing anything for herself, but always for others. I don't think myself and Pat would have to much in common. I don't think I'd like to meet her.

. Her life is boring. She takes care of her kids and does housework all day. I don't think I'd want to know her. It'd be a drag.

. That she is a typical housewife, and I feel sorry for her because her whole world revolves around her kids and she depends on her husband. I personelly think she would be a good friend and a shoulder to cry on but, being her I would not.

. Pat seems to be someone who always does the same thing. I wouldn't mind getting to know her.

. I think Pat is steotypical of a house wife. Maybe.

. I would like to get to know her so I could see what she is actually like. And also see how she cope's with the same thing everyday.

Appendix F

Subject's Responses to Open-Ended Question for Managerial Role

Male Manager/Male Subjects

- Pat seems like a decent guy, maybe a little bossy.
- Yeah, I'd like to know Pat. He seems like a person who likes to get things done on time and doesn't like to screw around.
- Yes, he sounds like a successful individual. That has got his life going in the right direction.
- He seems like a nice guy to be around. He's hard working and still has time for his family.
- I think Pat is a pretty good guy. He is hard working reasoursful and kind. He also spends time with his children. I think Pat would be a guy I would like to know.
- To leaderish, NO.
- Ya, he seem like a great guy. Easy to get along with and probably a nice person to have as a friend.
- He seems like a good but rather drab person who is entrenched into a set lifestyle with not alot of variety.
- I think Pat is dominant and likes to take charge and demanding of others. He is responsible and stands behind his ideas, but also he is thoughtful and willing to change. Yeah, I think I'd like to meet him.
- Pat is a good guy who works hard at his job and he loves his family. I doubt I would lose anything from being Pat's friend.

. Sure why not, because it would be different to have a friend like that.

. No he has little of interest that would provide a good friend. He's to boring and emotionly a leader, but never adaptable or willing to just do something on the spur of the moment.

. Not really. He seems like a typical boss, who is not there to have fun, but to take care of business.

. 1. I believe he is a person under a great amount of stress who is caught up in his job and probably questions his personal life frequently. I think he trys to be a good father but sometimes his heart isn't in it. I think he is the kind of person to have a midlife crisis.
2. Yes I would like to know him because I could manipulate his puny mind and take over his business.

. Pat seems like a pretty well rounded person. From the reading it seems to me that he would be a very nice guy.

. He's succesful though has a boring life with fairly prominent levels of routine. I suppose I wouldn't mind an acquantance with Pat, he's kinda boring though.

. He always has a full day. He might be a nice guy to have as a friend but will he have time to be a close friend.

. Really you did not give enough info to give a good impression of him.

. He's too busy. Sure.

. Yes, he seems like he knows where he's going and where his priorities are. I think he would be a nice guy and someone you could depend on.

. Family-man works to provide for family, Yes I would like to know him.

- Pat is a hardworker who is not affraid to say what he thinks and yes I think I would like to know him.

- No, I wouldn't like to know this person.

- My overall impression is one of admiration, and respect. Pat seems to be able to handle himself well in most situations. He is quick and definate in his actions, and seems to enjoy his life. Pat is someone I would like to know.

- He sounds like a nice guy. Yes.

Male Manager/Female Subjects

- It's hard to tell what his personal characteristics are, but at work he seems efficient and direct. He's responsible and gets things done. I don't know how his social skills are or how he treats his wife (whether he is domineering or gentle, etc.).

- Sure. Seems like an everyday husband like on T.V., with a happy life and knows where he is headed.

- Pat is a strong leader. He seems like a good businessman. Yes, I would like to know Pat. He balances business and homelife well.

- Pat seems to be very hard working. He seems to care about his work.

- My overall impression of Pat is good. I think he would be an interesting person to know because of his knowledge and leadership abilities. I think that a person should be able to take control of situations yet meeting the needs of others, and also still leading a good family life. Pat seem like he's got a hold of his own business and; seem to be handiling it well.

- I don't know because this information isn't very much. All it basically tells about is what he does at work not how he acts or his viewpoints on things.

- Pat seems to be very hard working. His goals and relationships are very important to him. He seems understanding and has the ability to work well with others.

- Yes I would not mind to know Pat although he seem's to be a worker and workers often take their work home with them.

- Yes, Pat seems like a great guy--almost perfect--too perfect. It all seems too picture perfect to be normal. I almost feel like Pat is presenting the facade of a perfect husband, father, and businessman. For all anyone knows, Pat could be a coke addict. Then again maybe it is possible to be as assertive and well organized and "perfect" as Pat. I wouldn't know.

- He seems very responsible and like a good worker. Also, he finds time to be with his family on a typical day. Pat seems like a very intelligent person who knows exactly what he wants. He seems like someone that I would like to know because he seems warm and friendly.

- I think Pat is a very together guy. Yes I would like to know him.

- Hes an average man. Hes a good father and family man. He'd be ok to know but not really to be close to.

- Pat seems like a very responsible person. He gets all of his duties at work done even though they may be stressing or hard at times. He also seems like he is a hard worker because he wants to keep his family secure (financial). But he also finds time to spend time for his family (after supper). I wonder how he treats his wife though, because it is not said. Maybe he takes his frustrations out on her??

- I think Pat is rather a boring person. His days are all the same. I would want to know someone who was a little bit more willing to take risks and more free-spirited. I don't think I'd like him very well.

- His personal characteristics are very appealing but he appears to be the "all too predictable" type.

- Pat seems like a nice man who loves children and is a leader without being a dictator or rude. He is not a man on a power trip. I think that I would really like to know someone like him.

- No, he is to busy. But he does have a good job and a family.

- Pat seems like a man who knows what he wants and goes after it. His goals are of upmost importance to him but so is his family. He seems very organized and that is usually a bonus quality a person can have. Yes, he appears to be a pleasant person to have around.

- He alright except he should try to include his wife a little bit more and give her some more attention. Sure why not.

- To me Pat seems to be a guy that is mostly set to himself and dosen't really take into concideration of others thoughts or feelings. I wouldn't really want to know him.

- Pat, seems to know what he wants and will work hard for it. He seems to have worked hard to get to where he is. But there seems to be something missing. Is he happy? If he was making enough money I'd marry him.

- Seems like a very average guy. There's nothing that sticks out as being 'abnormal' (then again, he could be a closet transvestite eh?). So Pat ... Sure ... I'll get to know you. You seem like a guy with both feet planted firmly on the plush carpet of your cushy office!

- Pat seems like a very well organized and balanced person. As a boss he is professional and as a father and husband he seems quite afftionate. Sounds like a great person for a parent.

- It sounds like he leads a very boaring life. I would like to know him, but not as a close friend.

- Pat is a normal run of the mill worker. He's a father and when he wants something he goes out and gets it. Yes he seem likes someone I would like to know.

Female Manager/Male Subjects

- My impression of Pat is that she is quite forceful, maybe she is the boss or manager. No, Pat is someone I would not like to know.

- Yes, she is a leader.

- Pat seems to be understanding and very easey to get along with. If she is good looking I would like to get together with her.

- She kind of sounds like a person who is really into her work but does have some time for family I think that I would like to know her

- Yes

- I think she takes her job very seriously and loves her job. She does what she can to please every one.

- She seems like a down-to-earth all business person. She might spend a bit of time with her family but is mostly serious. She might be good to know if you need business tips or something.

. She seems like a very busy person, who knows what she wants, how to get it and where to get it. Yes she seems like someone who I would like to know, in fact almost everyone I know including myself is this way.

. She seems like someone I'd I'd like to know but not get personal with.

. 1. She is a nice lady and very sure of herself.
2. Yes I would like to know her.

. My overall impression of Pat is that she is ambitous to do her job. She has a set plan that she draws up and seem very reliable. Yes I would like to meet Pat.

. I think that Pat is the kind of person I'd like to know. She is kind loveing, and friendly, But on the job she is aggressive, has leadership abilites, and is Reliable.

. I got the impression that she loves her job, and her kids. But doesn't care about anything else. Yes I would like to meet her.

. A hard working lady. Head on strait. Yes I wouldn't mind knowing someone like that.

. She seems somewhat stressed out, going around like that all the time, being rushed. She also seems a little ruthless and determined to make a better business. Yes, then she would have to act a little cold to be respected as a business person.

. She seems like a hard worker who is very organized. It would appear that she has her entire day planned very well. She probably plans most of what she does. Yes, I would like to know her because from the reading I got the impression that she was very high up the management scale so she probably makes lots of money.

. Ya, she seems okay.

- My personal impression of Pat is that she's very hard to work for because everything has to be JUST - SO and no less and she makes her mind up without confronting someone. My X Boss was like this.

- Workaholic, yes but she always would have everything planned.

- I thought Pat was very uptight and strict (stiff). She would seem like the person never to cut free and live a little. She doesn't seem like a person I would like to know, too rigid and set in her ways, not carefree enough.

- She's a hard worker and a good leader at work, no would not like to know her she's not outgoing.

- She is a good person. Sure

- I think that Pat is a very interesting individual as to answer the question, Yes I would like to meet her.

- She seems like she is normal, not too exciting and not too dull.

- Pat is someone who has a handle on the task or thoughts and ideas that she has to do. She seems like the type of person who I could work for and get along with because she's kind to her employees and employers and knows what she's doing.

Female Manager/Female Subjects

- Pat seems to be fairly dogmatic in her schedule and unwilling to stray away from what she knows to be effective. However, she seems to love and adore her family as well as those close to her, while still being very stern and assertive. Pat knows what she wants, and how she wants her business to work, and she goes for it! She has

direction, yet compassion; she seems like she would be a good, honest, forthright person to know.

. Yes, she seem like a hard worker who knows what she wants and goes out and gets it. She is a strong person with leadership qualities. Not much was metnioned about how she percieves (emotionally) the people around her. It is hard to be judgemental of how she feels when this description is of a work environment where she must be in control of her emotions.

. I think Pat is a very determined woman, who is independent and headstrong and know's what she wants I would like to know her

. Yes, I think Pat is someone I would like to know. She is assertive, yet tactful. She makes very clear what she expects of her employees yet is not overly aggressive in doing so. She is competent and seems to have her life very together (balances family with office life).

. I think that Pat is a very domineering, independant woman. Her work is very important to her. It is really good that she takes time out for her children.

. She seems like a woman who is in control of herself. I would very much like to know Pat as I think she would motivate those around her with her desirable qualities!

. Pat seems like a nice lady to me. She cares about her work and also her family. Sure I'd like to know her.

. Yes. She knows what she wants to do and how to do it.

. Yes she does seem like a nice person. and I wouldn't mind knowing her but based on the information given my impression is probably wrong.

. Not really because to me she sounds to busy like you would have to take time out of your secedual to meet with her. Also she'll do stuff thats goods for her and not for anybody else.

. Works hard, leads a stressful life, loves her family and tries to always set time apart for them.

. No, she's too orginized.

. From what I have read, Pat gives me the impression that she has her priorities and follows them. She also does not forget about the needs of her family. Pat would be a person judging by the brief description, someone that I would enjoy meeting.

. Pat seem to be a very interesting person also a busy one too. I think I would like to know someone like her.

. Pat gives me the impression that she makes the decisions in whatever she's doing. Your opinion makes no difference to her and she will tell straight out what she really thinks of you. She is not someone I would be drawn to.

. Pat seems like a nice person. I like someone that is reliable, and she takes her job serious which is a very good quality to have.

. She seems to spend most of her time working; even possibly somewhat of a workaholic. She seems to take command of all situation but would probably allow you to state your views also. She seems to have a very dominent and cold exterior. I think she'd be a hard person to get to know. She doesn't seem like she'd open up very easily to you.

. Yes--she seems very nice and like a strong person. A good mother and spouse (when she's home) and very dominant in the workplace.

- Yes, because at home she treats her children and husband with respect and caring. At work she hard and knows what she doing. She doesn't combine the two which is good. I like her strong personality.

- I think Pat is an outgoing person and is a very busy person. Yes she seems like someone I would like to know.

- She seems very business-like and to the point, but definitely not conceited or aggressive. Sure she'd be alright to know but probably harder to get to know.

- There were no comments on this form.

- Pat seems like a person who likes to get things done. If she has a deadline to make, she'll make it. On the otherhand she respects her children and understands their needs. Yes, would like to know Pat.

- She seems like a very down to earth, everything's business kind of person. She has emotions but she hides them inside so as that she will not seem vulnerable to other people. I think she would too uptight for me to be friends. If she's free however, I do need a new business manager.

- Pat is hardworking and manages to pay full attention to her work and spend a fair amount of time with her kids afterall. She seems to be very independent and does not have much of a social life. It could appear that Pat is a bit on the cold and distant side because she is so devoted to her work. She reminds me of my very own mother.